



Saving the California coast...one step at a time

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November 28, 2005

Chairman Douglas Bosco
California Coastal Conservancy
1330 Broadway, Suite 1100
Oakland CA 94612

Dear Chairman Bosco,

Coastwalk, as part of the team working on Coastal Trail Insignia, wants to thank Clark Kellogg of Kellogg Consulting, Marianna Leuchel of L Studios, and project manager Marina Cazorla for the dedicated work on the project.

We looked at numerous preliminary and refined design choices, and met with the public both in meetings and one to one, during which time, after much discussion on the merits of the design options, many concluded that the "offset spiral" design best meets the objectives of the design criteria. The objectives come directly from the input of Conservancy and Commission Staff and members of Coastwalk. The spiral insignia is simple yet striking, beautiful and distinctive. Simplicity and elegance makes it compatible with many setting and other signs.

Although people liked both the literal trail translation and the pelican design, after a closer analysis, the spiral emerged for many as the most striking and memorable symbol. Comments such as "it's recognizable from a distance", and "it stands out, I would remember it" were common themes.

One of the strengths of the design echoed in the above comments is the strength of the spiral as a brand. People will remember the spiral after a few exposures.

Many trail logos have a stylized trail (option A, Bay Ridge), or a tree or animal (option C, PCT), or a geographic shape (American Discovery, Bay Area Ridge). We feel that this unique spiral insignia has a quality that will hold up well and become an enduring symbol for coastal access and the CCT.

Richard Nichols

Executive Director, Coastwalk
CCT Insignia Design Team.

DANCING

TRAIL LINE

Nate Olive, M.A.
Recreation Ecologist/Trail Specialist
Registered Federal Research Contractor
46 Beaver Trail
Winterville, GA 30683
706.534.5033
nate@olive.com
www.thawookie.com

November 30, 2005
Chairman Douglas Bosco
California Coastal Conservancy
1330 Broadway, Suite 1100
Oakland CA 94612

Dear Chairman Bosco,

Last summer, my girlfriend and I became the first people to ever walk the entire west coast in one continuous hike. California was obviously the most critical state section of our journey along what we are calling the "American West Coast Trail." Please email or visit our website if you want to see some details of our trip at www.thawookie.com.

First, let me thank you for your work to create and promote the CCT. I have hiked the entire Appalachian Trail, Colorado Trail, John Muir Trail, and the Pacific Crest—all National Scenic Trails— and let me tell you first-hand that California, in sections where the CCT is off-road, is just as stunning and enjoyable as any other of these world-class hiking trails. In fact, it was the most intense connection with nature I ever felt, as we hugged the coast beside the sun-and-moon-drawn tideline. The entire trip was the most fun I've ever had hiking! Thank you for what you do to provide those experiences, on behalf of us, and for the many hikers coming in the future!

Please see the below comments I have about the CCT logo:

I like B the best.

Emblem A: This looks very "government" to me. It appears to be a state park, national park, or scenic byway. The blue path appears more like a road than a trail, and it appears that the route is not at the tide line.

Emblem B (swirl): This seems most memorable to me, and unique of all four. Because of my hiking history along the coast, I instantly interpreted it to be the swirl that one sees while hiking the tide line, including the surf, land, sand, sun, and fog. It highlights one of the most special differences that I have found in coastal hiking with traditional mountain backpacking: the constant change and cyclic natural events that occur endlessly on the coast. It is also what sets tidal hiking apart from just "going to the beach," because a tide hiker follows parallel to the tideline, to get this perspective shown in the emblem. In a song that I wrote and regularly play at hike presentations, I wrote, "b'tween the sea and the land, there's a tunnel that spanned, through the swirl that took us away."

Emblem C: This is a very nice classic looking emblem that I think would make a nice patch for my collection. I especially like the font used, and the classic shape. The picture of the pelican is also memorable, because pelicans are certainly a main attraction on the trail, along with so many other birds. However, I feel I could remember it, but maybe associate it with some other

land/nature/wildlife organization. It seems rather common in the non-profit light, but it is certainly appealing on its own.

Emblem D: This one was really confusing to me. It looks like solomon's seal to me. It kind of looks like a pro-GMO non-profit logo. I'm not really sure what it is. I like the shape, but it simply doesn't stand up to B or C to me.

Best Regards,

A handwritten signature in black ink, appearing to read 'Nate Olive', with a long horizontal flourish extending to the right.

Nate "Tha Wookie" Olive

www.thawookie.com



Establishing, protecting and maintaining foot trails in America

December 5, 2005

November 28, 2005
Chairman Douglas Bosco
California Coastal Conservancy
1330 Broadway, Suite 1100
Oakland CA 94612

Dear Chairman Bosco,

I have been asked to comment on the design options for the California Coastal Trail insignia and have concluded that the spiral design is the most interesting and unique among the choices. It has a distinctive and timeless quality that will hold up over time and seems compatible with the shoreline nature of the CCT. It will fit in with other trail signage because of the simple and elegant design.

I urge you to accept this design as the official emblem for the California Coastal Trail

Sincerely,

A handwritten signature in cursive script that reads 'Ivan Levin'.

Ivan Levin
Trail Programs Manager
301-565-6704 x208
ILevin@AmericanHiking.org



November 28, 2005
Chairman Douglas Bosco
California Coastal Conservancy
1330 Broadway, Suite 1100
Oakland CA 94612

Dear Chairman Bosco,

After reviewing the design options for the Coastal Trail insignia, I have concluded that the spiral design is the most interesting and distinctive among the choices. It has a unique and timeless quality that will hold up over time and seems compatible with the shoreline nature of the CCT. It will fit in with other trail signage because of the simple and elegant design.

I urge you to accept this design as the official emblem for the California Coastal Trail

Sincerely,

Craig Anderson
Executive Director
LandPaths



November 30, 2005

Chairman Douglas Bosco
California Coastal Conservancy
1330 Broadway, Suite 1100
Oakland CA 94612

Dear Chairman Bosco,

I have been asked to comment on the design options for the California Coastal Trail insignia. From my experience as the Executive Director of the Bay Area Ridge Trail, I know how important it is to have a sign that marks the route of the trail and directs trail users along the pathway. Even more importantly for long distance trails such as the Ridge Trail and Coastal Trail, it is very important that this signage includes an image that evokes the concept of the trail and captures the attention and imagination of people who follow the trail.

The spiral design proposed to be adopted as the Coastal Trail insignia is a very interesting and unique choice, which I recommend for your consideration. The swirl captures the essence of ocean waves, seashells, as well as a meandering path. It has a distinctive and timeless quality that will hold up over the long term and will fit in with other trail signage because of its simple and elegant design.

I urge you to accept this spiral design as the official insignia of the California Coastal Trail.

Sincerely,

A handwritten signature in dark ink, appearing to read "Holly Van Houten". The signature is fluid and cursive, with a large, stylized "H" and "V".

Holly Van Houten
Executive Director

BILL KORTUM, D.V.M.

*180 Ely Road North, Petaluma CA 94954-1101
(707) 762-6219*

Chairman Douglas Bosco
California Coastal Conservancy
1330 Broadway, Suite 1100
Oakland CA 94612

Dear Chairman Bosco:

I have attended a few meetings to offer and hear comments on the logo designs proposed for the California Coastal Trail. In the eyes of the beholder always creates problems for consensus between decision makers. My reaction in seeing for the first time the spiral design was to picture same in both a natural and a manmade environment as a test of its distinctive presence. The simplicity of the spiral logo far surpassed its literal competitors. Whether depicting a spiral shell or a breaking wave elicits curiosity for generations to come, a sure way to imprint the logo in the viewer's mind. The uniqueness of the spiral logo matches the uniqueness of the California Coastal Trail, a one of a kind experience for the whole nation.

Sincerely,



Bill Kortum

December 1, 2005

RECEIVED

DEC 02 2005

COASTAL CONSERVANCY
OAKLAND, CALIF.